

Council/Agency Meeting Held: _____		RECEIVED 2006 MAY -4 AM 10: 50 City Clerk's Signature _____
Deferred/Continued to: _____		
<input type="checkbox"/> Approved <input type="checkbox"/> Conditionally Approved <input type="checkbox"/> Denied		
Council Meeting Date: May 15, 2006	Department ID Number: ED 06-18	

**CITY OF HUNTINGTON BEACH
REQUEST FOR CITY COUNCIL ACTION**

SUBMITTED TO: HONORABLE MAYOR AND CITY COUNCIL

SUBMITTED BY: *Penelope Culbreth Graft*
 PENELOPE CULBRETH-GRAFT, DPA, CITY ADMINISTRATOR

PREPARED BY: STANLEY SMALEWITZ, ECONOMIC DEVELOPMENT DIRECTOR *SS*

ROBERT F. BEARDSLEY, DIRECTOR OF PUBLIC WORKS

SUBJECT: APPROVE EXPANDED PENNANT PROGRAM ALONG KEY
 COMMERCIAL STREETS

Statement of Issue, Funding Source, Recommended Action, Alternative Action(s), Analysis, Environmental Status, Attachment(s)
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Statement of Issue: The Chamber of Commerce, Conference and Visitors Bureau, and Auto Dealers Association have found sponsors to finance an expanded pennant program along certain of the City's key commercial streets. They have currently raised sufficient funds to pay for the pennants and hardware and now ask for the City Council to approve the design, the placement of approximately 233 pennants/hardware by City staff, and to authorize execution of any correspondence that may be necessary to carry out this project. Furthermore, Golden West College wishes to participate in this effort with a pennant of its own design, subject to review by the City's Economic Development Committee (EDC) and Design Review Board (DRB). The College will pay for its own pennants and hardware.

Funding Source: Sufficient funds exist in the Department of Public Works budget, Signal and Lighting Maintenance, Salaries, 10085304.51000, to hang the pennants. The estimated cost is \$7,700.

Recommended Action: Motion to:

1. Approve the design for the pennants;
2. Approve the installation at City expense by City staff of approximately 233 pennants and any required hardware, including approximately 17 pennants being designed by Golden West College, subsequent to their approval by the Economic Development Committee and Design Review Board; and

E-13

REQUEST FOR COUNCIL ACTION

MEETING DATE: May 15, 2006

DEPARTMENT ID NUMBER: ED 06-18

3. Authorize staff to sign correspondence or applications as may be required to complete this project, subsequent to approval as to form by the City Attorney, including but not limited to applications to both Southern California Edison and Caltrans.

Alternative Action(s):

1. Do not approve the expanded Pennant Program.
2. Change the pennant design, the proposed locations, or level of City assistance.

Analysis: In early 1998, the City of Huntington Beach assisted the Huntington Beach Auto Dealers with a program to install pennants to approximately 146 Southern California Edison-owned streetlights along Beach Boulevard, from Edinger to Adams. A few years ago, the Auto Dealers and other business sponsors purchased new pennants to replace the original ones, and those are still in place but have reached the end of their useful life. In both efforts, the City installed the pennants and any required hardware at no charge as a service and to recognize the marketing value of the pennants to the City. The current City fee for hanging pennants is \$33/pennant, or a total of \$7,689 for the 233 proposed new pennants. It is recommended that the City waive this fee as it has previously.

Recently, the Auto Dealers, Chamber of Commerce, and Conference and Visitors Bureau have found sponsors to fund the replacement of the existing pennants with a new design (Attachment 1), and to expand the program to include approximately 233 streetlights along Beach, Edinger, and around Golden West College and the Five Points Shopping Center (Attachment 2). The new pennants will be the same size and materials as the existing ones. This project has been discussed on numerous occasions with the City's Economic Development Committee (EDC), at whose request the design has also been reviewed and recommended for approval by the Design Review Board (DRB). The DRB also recommended the pennant program be expanded to include Brookhurst between Adams and Garfield, and that will be handled as a separate project if sponsors can be found.

As part of this pennant project, one of the sponsors, Golden West College, will pay for the new pennants and hardware but wishes to use its own design for about 17 of the 233 locations encircling the College. As that design was not available at the time the primary one was approved by the EDC and DRB, it is requested that, subsequent to approval by both the EDC and DRB, the Golden West College pennants be installed concurrently with the other pennants.

REQUEST FOR COUNCIL ACTION

MEETING DATE: May 15, 2006

DEPARTMENT ID NUMBER: ED 06-18

Environmental Status: N/A

Attachment(s):

City Clerk's Page Number	No.	Description
4	1	Design of Proposed Pennants
6	2	Location Map for Proposed Pennants

E13 . 3

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ATTACHMENT #1



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ATTACHMENT #2

Citywide Pennant Program

